

# VIRGINIA TECH magazine

## 2021 MEDIA KIT



# REACH THE HOKIE NATION

Thank you for your interest in advertising opportunities with Virginia Tech Magazine and the Virginia Tech Monthly email newsletter.

The magazine is published in print three times a year and distributed to approximately 130,000 alumni and friends, and the digital version ([vtmag.vt.edu](http://vtmag.vt.edu)) is updated online throughout the year. The email newsletter is distributed 12 times a year to approximately 150,000 alumni and friends.



ADVERTISING CONTACT

BRENDA WATSON

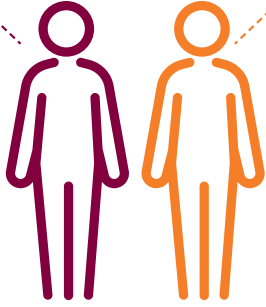
(540) 739-0048 | [brendaw@vt.edu](mailto:brendaw@vt.edu)





56%  
MALE

43%  
FEMALE



70%  
BACHELORS

22%  
MASTERS

5%  
DOCTORATE



## DEMOGRAPHICS

130,000

VIRGINIA TECH MAGAZINE

150,000

VIRGINIA TECH MONTHLY



## BY AGE GROUP

18-20 1%

21-30 15%

31-40 10%

41-50 10%

51-60 11%

61-70 10%

71-80 7%

81+ 3%



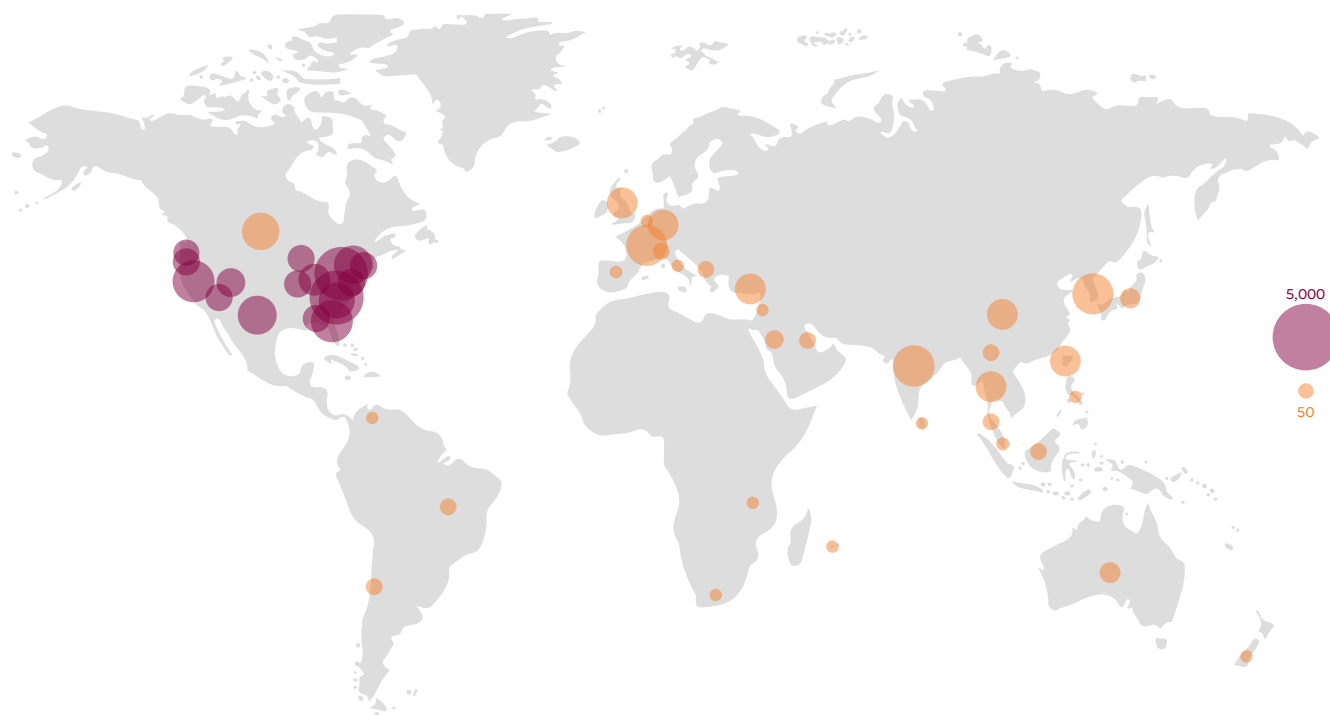
*(Distribution numbers are calculated by household.  
Most households include more than one resident  
so actual readership is higher.)*

## U.S. TOP 5

Virginia, North Carolina,  
Maryland, California, & Florida

## WORLD-WIDE ALUMNI

Total alumni population: 263,302



### UNITED STATES DISTRIBUTION

<b>Virginia</b>	<b>81,943</b>	Ohio	1,252	Oregon	396	Vermont	136
North Carolina	8,187	Massachusetts	1,223	Missouri	336	Arkansas	129
Maryland	7,805	Washington	944	Minnesota	296	Idaho	127
California	4,096	West Virginia	931	Louisiana	278	Oklahoma	127
Florida	4,076	District of Columbia	876	New Hampshire	269	Iowa	122
Pennsylvania	3,622	Illinois	814	Wisconsin	261	Rhode Island	118
New Jersey	3,191	Connecticut	806	Nevada	230	Montana	98
Texas	2,947	Arizona	682	New Mexico	202	Nebraska	83
Georgia	2,542	Delaware	662	Utah	184	Alaska	68
South Carolina	2,266	Michigan	576	Maine	183	Wyoming	46
New York	2,239	Alabama	562	Kansas	164	South Dakota	42
Tennessee	1,736	Kentucky	505	Mississippi	150	North Dakota	19
Colorado	1,304	Indiana	443	Hawaii	148		

### INTERNATIONAL DISTRIBUTION

Ontario	45	Nova Scotia	8	Saskatchewan	2	Dublin	1
Armed Forces Pacific	44	Quebec	8	Shanghai Shi	2	Khulna	1
British Columbia	26	Virgin Islands	8	Abu Dhabi	1	Manitoba	1
Puerto Rico	21	Guam	5	Andaman and Nicobar Islands	1	Panama	1
Alberta	8	England	3	Australian Capital Territory	1	Prince Edward Island	1
Armed Forces Americas	8	Northern Mariana Islands	3	Bogota	1	Seoul	1

# SPECS

## MONTHLY SPECS

Digital ads should be submitted in PNG format. All files should be converted to RGB.

Header 600 x 90 300 dpi PNG

Footer 600 x 90 300 dpi PNG

## MAGAZINE SPECS

Make sure to include a 0.125" bleed on all outside edges of any size ad. To ensure that no text is lost, keep all text within 0.5" from outside edge of trim.

Submit all ads as a CMYK PDF with a resolution of at least 300 dpi when placed at 100%.

FULL PAGE

8.75 X 10.875"  
TRIM

7.75 X 9.875"  
TEXT SAFE AREA

9 X 11.125"  
BLEED

1/2 PAGE

HALF PAGE: 8.75 X 4.375"

1/3 PAGE

THIRD PAGE: 3 X 10.875"

BACK COVER

BACK COVER: 8.75 X 8"



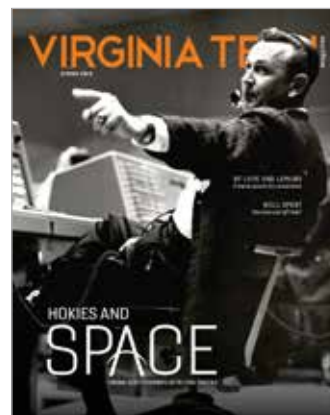
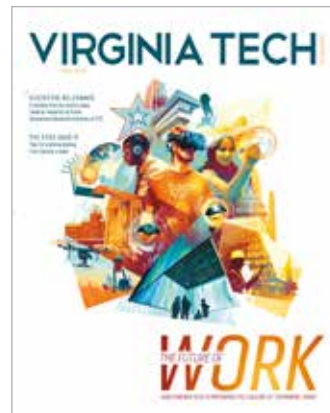
# 2021 AD RATES

## VIRGINIA TECH MAGAZINE

	1x	2x	3x
Full Page	\$5,000	\$4,500	\$4,000
Inside Front Cover			
Inside Back Cover			
Page 1			
Last Page	\$5,500	\$5,000	\$4,500
1/2 Page (horizontal)	\$3,500	\$3,250	\$3,000
1/3 Page (vertical)	\$2,500	\$2,275	\$2,150

## VIRGINIA TECH MONTHLY

Banner ad: (header)	\$450	\$400	\$375
Banner ad: (footer)	\$300	\$275	\$250



# SUBMISSION DEADLINES

Submit all print ads as a CMYK PDF with a resolution of at least 300 dpi when placed at 100%.

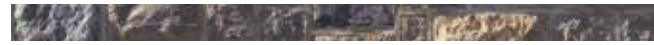
Digital ads should be submitted in PNG format. All files should be converted to RGB.

## VIRGINIA TECH MAGAZINE

EDITION	RESERVATION DATE	ARTWORK DUE	MAIL DATE
Spring 21	Jan. 31	Feb. 11	March 21
Summer 21	April 21	May 21	July 21
Fall 21	Sep. 21	Oct. 8	Nov. 19

## VIRGINIA TECH MONTHLY

EDITION	RESERVATION DATE	ARTWORK DUE	MAIL DATE
February 21	Feb. 21	Feb. 10	Feb. 15
March 21	March 25	March 21	March 21
April 21	April 29	April 21	April 21
May 21	May 27	May 21	May 21
June 21	June 24	June 21	June 21
July 21	July 29	July 21	July 21
August 21	Aug. 26	Aug. 16	Aug. 20
September 21	Sept. 30	Sept. 20	Sept. 24
October 21	Oct. 28	Oct. 21	Oct. 22
November 21	Nov. 24	Nov. 12	Nov. 17
December 21	Dec. 29	Dec. 13	Dec. 17



## TERMS

1. All ads are subject to approval. Virginia Tech reserves the right to reject or cancel any advertising for any reason at any time.
2. In the event an order is placed by advertising agency (Agency) on behalf of Client, such Agency warrants and represents that it has full right and authority to place such order on behalf of Client and that all legal obligations arising out of the placement of the ad and this agreement will be binding on both Client and Agency.
3. Client and/or Agency may not cancel orders for advertising after the artwork deadline defined in the Media Kit. Virginia Tech disclaims all responsibility and liability for copy changes made after such deadline.
4. With the exception of premium-placement ads (page 1, last page, inside front and back covers), positioning of ads inside the magazine cannot be guaranteed.
5. If Virginia Tech extends credit, Client will be invoiced within 30 days of artwork submission, and payment will be due within 30 days of the invoice date. If Client contracts for advertisement(s) in more than one issue, Client will be billed separately for each issue. This agreement shall not be considered paid in full until all invoices associated with this agreement are satisfied. Should it become necessary for Virginia Tech to commence collection proceedings or retain an attorney to enforce any of the terms of this agreement, Client shall pay attorneys' fees and the costs of collection incurred by Virginia Tech. Virginia Tech reserves the right to change its advertising rates at any time.
6. All advertisements are accepted and published by Virginia Tech entirely on the representation that the Client or Agency is duly authorized to publish the entire contents and subject matter and shall be jointly and severally responsible for payment thereof. In consideration of the publication of advertisements, Client and Agency, jointly and severally, will indemnify and hold harmless Virginia Tech and its officers, agents, and employees from any loss, liability, or expense (including reasonable attorneys' fees) incurred as a result of any claim, proceeding, or suit for libel, violation of the right of privacy or publicity, plagiarism, copyright or trademark infringement, and any other claim, proceeding, or suit based on the contents or subject matter of such advertisements.
7. Virginia Tech is not responsible for the errors or omissions in, or the production quality of, furnished ads. Client and/or Agency shall be responsible for any additional charges, including but not limited to charges associated with delays or failure to comply with Virginia Tech's ad guidelines, incurred by Virginia Tech arising out of the Client's and/or Agency's delivery of defective inserts and failure to deliver furnished ads pursuant to Virginia Tech's specifications.
8. In the event that Virginia Tech is unable to publish the furnished ads as a result of such failure to comply, Client and/or Agency shall remain liable for the space cost of such inserts. In addition, if an ad does not appear as a result of the act or default of Client and/or Agency, Client and/or Agency shall be liable for the space reserved for such ad and shall pay the amount that Client and/or Agency otherwise would have paid had the ad appeared.
9. Virginia Tech shall not be liable for failure to furnish advertising space or to publish any ad due to public emergency or necessity, force majeure, restrictions imposed by law, acts of God, labor disputes, or for any other cause, including equipment failures or any mechanical or electrical breakdowns, beyond Virginia Tech's control.
10. This agreement constitutes the entire understanding between Virginia Tech and Client and/or Agency. Virginia Tech has not made any representations to Client or Agency that are not contained herein and will not be bound by any conditions, printed or otherwise, appearing on any order blank, insertion order, purchase order, or contract.
11. This agreement shall be governed by and construed in accordance with the laws of the Commonwealth of Virginia





# ORDER NOW

This insertion order is subject to the terms and conditions set forth in the Virginia Tech Magazine and Virginia Tech Monthly media kit. In the event of any conflict between the rate card and the insertion order, the terms of this insertion order shall apply. No terms or conditions other than those set forth in this insertion order and the published media kit card shall be binding on the magazine unless expressly agreed to in writing by Virginia Tech Magazine and/or Virginia Tech Monthly and the advertiser. All ads are subject to approval. All insertions, revisions, and/or cancellations must be delivered to Virginia Tech Magazine before the artwork deadline.

## INSERTION ORDER

This Insertion Order constitutes an agreement between Virginia Polytechnic Institute and State University (Virginia Tech) and \_\_\_\_\_ (Client) for advertising space in Virginia Tech Magazine and/or Virginia Tech Monthly, published by Virginia Tech.

### VIRGINIA TECH MAGAZINE EDITION(S):

Ad size: ☐ full page ☐ half page ☐ third page  
Full-page ad location: ☐ inside front cover ☐ inside back cover ☐ page 1 ☐ last page  
Cost: \_\_\_\_\_ (Specify desired edition)

### VIRGINIA TECH MONTHLY EDITION(S):

Ad position: ☐ header ☐ footer  
Cost: \_\_\_\_\_ (Specify desired edition)

### RETURN COMPLETED INSERTION ORDER TO

**ATTN: BRENDA WATSON**

**Assistant Director of Marketing, Virginia Tech**

**902 Prices Fork Road**

**Blacksburg, VA 24061**

**brendaw@vt.edu**

# AUTHORIZATION

All advertisements are accepted and published by Virginia Tech entirely on the representation that the Client or Agency is duly authorized to publish the entire contents and subject matter and shall be jointly and severally responsible for payment thereof. Virginia Tech reserves the right to reject or cancel any advertising for any reason at any time.

In consideration of the publication of advertisements, Client and Agency jointly and severally, will indemnify and hold harmless Virginia Tech and its officers, agents, and employees from any loss, liability, or expense (including reasonable attorneys' fees) incurred as a result of any claim, proceeding, or suit for libel, violation of the right of privacy or publicity, plagiarism, copyright or trademark infringement, and any other claim, proceeding, or suit based on the contents or subject matter of such advertisements.

## CLIENT OR AGENCY (RESPONSIBLE FOR PAYMENT)

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

## RETURN SIGNED AUTHORIZATION TO

**ATTN: BRENDA WATSON**

**Assistant Director of Marketing, Virginia Tech**

**902 Prices Fork Road**

**Blacksburg, VA 24061**

**brendaw@vt.edu**

## ACCEPTED FOR VIRGINIA TECH

Name \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_